

M. Brooks & Co.

The Women's Store 1107-1109 G

Informal Opening of New Autumn Fashions

A display of outer garments that will prove intensely interesting to Women of High Fashion Attainments. Every department is bubbling over with newness. New Suits, New Dresses, New Coats, New Gowns, New Waists, New Millinery, each and every creation registering fashion's minutest pulsations.



We Will Expect You Today.

A Wonderful Presentation of Suits

Captivating new styles in Suits for Women and Misses, richly designed—plain tailored, embroidered, fur trimmed and some with belts with large buckles.

The Best Display of Smart Coats Here

Here you have the last word in style, quality and value. Clever Coats for every fall and winter purpose, featured in Bolivia Cloth and all the other known weaves.

Gowns and Dresses of Surpassing Beauty

Exclusive creations that will delight Milady who seeks distinction in dress. They combine qualities of dash, smartness, charm and elegance.

Stroll Through Our Wonderful Waist Department

You will find individuality everywhere. A distinctive collection of new Costume and Tailored Waists—thousands of dainty models.

Authoritative Exhibit of Fall Millinery

Our elegant Millinery Salon occupies the entire Fourth Floor. The Creations on display are individual in style—charming in distinction, simplicity and refinement.

See our special Hats at.....\$7.50

WINTER COMFORTS ARE MOSES' FEATURE

Blankets and Woolen Coverings Predominate in New Stock.

Because it is "pull-up-the-covers" time, one's mind naturally turns to W. B. Moses & Sons' great stock, where blankets and luxurious coverings run riot. When one learns of the vast amount of wool consumed in yarns alone, knitted up for the soldiers, to say nothing of the woolen cloths used in their uniforms, and blankets with which to cover them, then, indeed, does one wonder where this big firm secured such a stock from which the housewife may select.

The wisdom of the buyer in taking advantage of the embargo on this material has much to do with it. To do with it, a fact that smaller firms could not so masterfully handle. There are dainty blankets for the trousseau of the war-time bride, woven with her initials in the colored and richly satin-bordered border, and then every grade of blanket in quality and size down to the exquisite crib blankets with which to cover the newest member of the family. Covers or comforts for the bride's trousseau are made up of silk or satin, with the monogram in the center if her taste so runs, or there are veritable rose and flower gardens in a riot of color, in plain grounds, out always to match the furnishing of the room.

The carpet mills are making khaki and other cloth and the woolen mills are turning out blankets for the soldiers, so until the embargo is lifted—might happen by the middle of October—no amount of thrift can produce them for the general public. The same war-time pressure which caused Moses' buyer of bedding to lay in an enormous stock also prompted the head of the upholstery department to anticipate the scarcity of leather for upholstery by laying in an unusual stock of fabrics, the best from the designers and weavers' hand.

In marked contrast to the wonderful display of furniture and the substantial things of the home is the ray of light in the corner of the ground floor, where under soft electric lights a busy circle of women may be found each day, learning to knit useful things for the soldiers. Of course the war-time bride may want to learn a few new stitches there, too, for her trousseau, and especially so as no garment, whether for under or outer wear, is complete without the elegant touch of a bit of handwork. If so, she, too, may be found in Moses' cozy corner.

LINGERIE NOTES.

Breakfast caps vary in style, there being models adaptable to any facial contour. Coolie caps, snugly fitting, across the top of one's head, tapering to points over the ears, and tied demurely under one's chin with narrow streamers of black velvet. Rising from a knot of French braid is a wired bow of Natter blue ribbon, where the Petticoats of jersey and crepe de chine follow the outer garments in narrow silhouettes. For party frocks come models in wash satin or in white silk, with flounces of tulle or real val lace. For general wear, however, subdued colors reflect the new sobriety of tone noticeable in the new suits and dresses.

One's red flannels are no longer odious but rather pleasant to don, for they may be Italian silk to the waistline, and still be reasonably warm. These modern "sensibles" come in a variety of shades, from the palest pink to the deepest blue, and combine daintiness and comfort. Brassieres for service are of heavy tricot or jersey. Dressier ones come in the hopes of her who would be perfectly gowned these days if she doesn't wear her brassiere as regularly as her stays.

Speaking of stays, they are doing time nowadays elsewhere than in such a pleasant spot as around Milady's waist. The newer corsets are made of webbing nipped in at the waist, and giving as svelte a line as possible without discomfort. Suppleness is everything, and then, too, we are glad to sacrifice stays to the munition factories.

OLIVE-HUED SUIT FEMININE CYNOSURE

Leverton Displays Model that Scores Instant Hit in Fashion World.

Leverton's suit buyer saw wonderful possibilities in the stunning mixed cloth suit of olive hue, with a knee-length coat and distinctive collar, which serves as an index to their big suit and dress department. This particular suit shows the decided tendency to longer coats, and both the front and back of the coat are lent fullness by box plaits which are fastened just to the waist and are cleverly buttoned over the belt, thus taking away the clumsy effect of plaits on the waist. The double-breasted front is fastened by a few large self-covered buttons with some stitches of embroidery in the center, and the high collar of velvet, full enough to form soft folds, is fastened with pointed ends at one side. The cuffs are of the cloth, and the semi-full, semi-short skirt has fullness let in at the sides by two box plaits.

Other models show coats of almost equal length, one quite practical yet decidedly modish one, showing a box plaited skirt set on the semi-high waist where it is finished with a belt, while the original touch is given by the braid binding, well selected buttons and the carefully cut skirt.

The one-piece dress of Jersey cloth which lends itself so gracefully to the lines of the figure has called for the special attention of Leverton's buyer, and the decidedly sport effect carried out in that cloth in coat and skirt effects last season, is entirely lost in the daintily braided garments with big stylish pockets and suitable buttons of this season. These dresses also carry out the fashionable shades of navy, tan and colors.

The serge and satin dresses are unusually stylish, and the 200 and more new suits just opened show broadcloths, velours, silvertones, serges, kabardines, Poiret tint, Oxford and mixtures.

Waists, hats, and coats have been selected to meet Washington's demand in material, color and style, with nice little different touches in each from those of any other store in town.

A Vincennes, Ind., man left his entire estate, valued at \$27,000, to a woman who befriended him thirty-seven years ago.

Why Saks' Creations Cost Less

Is really no secret at all—it is merely a direct and inevitable result of concentrating buying, designing and retailing efforts. Saks' fur pieces are manufactured from pelt to finished model on the premises, and the pelt comes direct from the trapper.

Striking illustrations of mode supremacy are evidenced by the unusually large range of creations now on display.

And what is more—you will find Saks' prices always below those elsewhere.

All of which emphasizes the reasons why your preparation for the coming social season should include Saks' creations.

Saks Fur Company
1212 F St. N. W.

"Trapper to Wearer"



BUYER SPECIALIZES IN WOOLEN GOODS

Woodward & Lothrop's Display Includes Homespun Garments.

Woodward & Lothrop's buyer of woolen goods took no chances on his stock for the autumn and winter, and brought on a stock of substantial Campbell's hair-homespun for general utility street suits for women during war days when economy is necessary. Royal blue, a shade between a taupe and brown, and reasda green are the main colors, and in the material itself are great possibilities for the tailor. Navy blue of serge, may the buyer, is taking its place for at least one "always-ready" frock in every woman's wardrobe, while the softest broadcloths are shown for dressier wear. Burella cloth and the silvertone are also there in quantity, the latter much used for separate coats.

In the fur departments are the canter muffs, quite aptly named for the dogs, and while losing a bit of the form in the longer furs of which they are fashioned, yet carry out the shape to perfection. They are the keynote of style in the entire fur department.

Another suggestion of war days are the "do-your-own-bag" fashioned effectively as a woman who wishes to do her bit would have them. Generous bags, with numerous inside pockets, and quite large enough to accommodate the knitting or even a pair of palmers, and a few of the best of the garments women are now making for the soldiers, and enabling the worker to carry her materials from place to place in seemly manner.

In the dress department the same conservative styles obtain as in the dress goods department, most of the autumn showing of suits being severely plain, relieved, however, by pockets, well-chosen buttons and the small finishing which suggests elegance. The blouses also form a well chosen stock and show the advance styles in high collars and jabot effect. Those of Georgette crepe are given weight by the addition of taffeta collar, cuffs and sometimes down the center plait, while touches of hand embroidery and amber or colored glass buttons give originality.

GARFINKLE'S STYLES ATTRACT ATTENTION

Autumn Showing of F Street Firm Is Extremely Popular.

Garfinkle's styles are undoubtedly the most advanced to be seen along F street and attractive in their autumn showing in street suits are the invariably three-quarter coats with few buttons, more nearly tailored collars and a few of the conservative colors; the browns running from a rich chestnut to dark seal; many of the intervening shades being trimmed with wide black velvet, and cuffs, and the livelier colors shading to claret. Normal or nearly normal waist lines mark the Garfinkle coats, the detached belts being placed barely above the waist line.

Wonderfully rich are the long fur coats, which mark the fall and winter style in furs, and much more becoming to the average woman than the short, square pieces of last season. These wraps are made of koala, blazer, seal, mole and the shorter furs, and the linings are elegant but durable. Of course, if the hat wears a fur trimming, which nearly all smart hats will do later in the season, it must match the scarf, as must also the square fur which forms the latest muff. The bag to match the dress and the fur trimming on it to match the scarf is the latest edict seen at Garfinkle's.

While the blouses of Georgette crepe and chiffon show some marked changes in both the styles of collars and embellishment, it is the new modish neckwear which is more attractive. The soft stock with full jabot of Georgette, mul, chiffon or other soft material, often trimmed with lace or embroidery, will form an indispensable adjunct to the smart street suits shown on other floors of the store.

Many appeals to misplaced patriotism are launched by the introduction of national colors and emblems on ties, handkerchiefs and hose, but men of good taste and good patriotic impulses will not wear them, as it was never intended that our national colors should be so used. Collars, both soft and stiff, show a tendency toward long points, coming either to an acute angle or slightly cut away.

NEW FALL CREATIONS In Suits and Coats

All-Wool Suits, \$12.90

An unusual offering, considering the present conditions. A convincing argument for our low prices are these extremely good-looking suits at such a low price.

THE SEASON'S CRAZE. SATIN DRESSES

\$12.90, \$14.90, \$17.90,

\$19.90.

Compare These Suits at \$19.90

We are going to sell you that fall suit at the same price you paid a year ago. We have cut our profit in half and intend to sell twice the number of suits. You must see these to be convinced.

HEADQUARTERS FOR PLUSH COATS

An early selection will save you at least \$5, and possibly \$10. We will gladly reserve a coat for you on a small deposit, and your money back in thirty days if you are not more than pleased with your purchase.

SIGMUND'S SUT SHOP

736 Seventh Street N. W.

LANSBURGH WINDOWS STYLE ENCYCLOPEDIA

Latest in Autumn Fashions Shown in Wonder Compelling Display.

One might go window shopping at Lansburgh's and conserve time in a study of autumn fashions, for from the display of children's clothes, one gathers an idea of artistic simplicity carried out in gingham, and linens, with stylish one-piece dresses for more formal occasions, and a perfect index of the wonderfully complete children's department on an upper floor.

For the woman of fashion there is a study in Nemo corsets, carried out in shiny blue, and designed to fit almost every style of figure.

In separate waists there is one of Oxford gray Georgette, embroidered in cherry red silk and silver beads, which suggests the distinctive style to be found in the hundreds of blouses in the special department devoted to it, while modish dresses, and hats, neckwear and other accessories seen in the windows also serve as a mere suggestion of the enormous stock to be found in the store.

An attractive feature of Lansburgh's window dressing and quite suggestive of their complete shoe department, is the process of construction of the Goodyear show from the time the vamp and inside sole meet company on a last, until the shoe is turned out a finished product of comfort and elegance. There are thirteen stages, and as a bystander remarked, perhaps the most superstitious reason for the advanced price in footwear, though the Goodyear has a range of price from \$1.35 to \$15.

There is a tendency to the Burgundy shades in Lansburgh's millinery. One of the round sailor shape of rich silk velvet in Burgundy shade has for its sole trimming a flat band of heekle feathers in Burgundy, laid two inches from the edge of the brim and quite encircling it.

The coat department is showing the tendency to ample folds in the coat skirt without undue fullness, with generous pockets and muffer collars which form a square effect when turned down.

The fur coats, shaped not at all unlike the cloth ones, are the quiet presence of elegance and luxury, and to wear under them are one-piece dresses in silk, satin, Georgette, chiffon, each and all of these combined with cloth, to furnish a bewildering array to choose from.

MIKADO HAT LATEST OF MILADY'S FOIBLES

"Jap Turban," of Philipborn & Co., Newest Feminine Headgear.

Philipborn struck the note of up-to-dateness in all their departments when they introduced to their patrons of the millinery department the Mikado hat, or the Japanese turban. It is a clever little round effect in navy blue velvet, with a finish of citron color at the close brim about the face, and in the button which majestically finishes the center of the crown.

Of course it is quite complimentary to Viscount Ishii, and a bit extreme, but there are quite as modish hats along more conservative lines. The silk headpiece enlisted Philipborn's buyer of millinery to almost a greater extent than anything else, and the shapes are sufficiently varied to suit all ages and cast of feature. Some of the wider brims have a flat trimming of ostrich, and one Georgette model is strikingly stylish with its broad brim encircled near the outer edge with a band of ostrich while the feathers furnish a further embellishment about the crown.

The poke bonnet of our grandmother's day, and smaller hats, most of them with loose crowns, are the ones most in vogue.

This autumn, always, this store shows in its suit and dress department the happiest suggestions for the up-to-date woman. The silver tone velvet, which has the rage in New York this season, is there in the strictly tailored and semi-tailored suits, Oxford fur being a very popular color. Fur, generously used, is on the more expensive garments, but the buyer will tell you that it is to be a winter of separate furs rather than a season of fur trimming. In the gowns are some wonderful creations, one priced above \$100, has the long stole-like effect over each shoulder and reaching to the hem of the dress is finished with deep bands of Russian sable, while the same rich fur shows on other parts of the creation.

A firm in Dunedin, New Zealand, is seeking a market in this country for rabbit skins.



SPLENDID SILKS SHOWN AT KANN'S

Velvet and Woolen Goods Also Attract Much Attention.

Silk, velvet and woolen goods are all embraced in the huge stock of dress fabrics at S. Kann, Sons' big department store, with silks in the lead as the best seller. Substantial silks for general wear, dainty silks for afternoon gowns and the flimsy webs that set one wondering how human hands could weave them, all combine to substantiate the belief of the buyer in a silk season for the coming winter.

Fashioned in the latest modes these silks are found in the dress department, where are also dozens of fetching styles in the one-piece woolen dresses, each with a distinctive bit of cross stitch, over-and-over embroidery in silk or wool, or beading on the more expensive frocks.

Kann's designers have relieved their tailored suits of a bit of their severity by adding a finish of broad bindings, more elaborate pockets, or perhaps a different choice of buttons, while the hats—well, they are more alluring than they have ever been.

Paper in the color of the moment, enters largely into both millinery and outer garments, and close on its heels one finds bestrut, sand, mole taupe, tete de negre, mid-night blue, dark green, cardinal and black. The hats, never more original in style, are made up in all of these colors, while the newer crowns are soft, and the trimmings limited to a distinctive touch generally bright color—ever dashing, though one sees wings, fur and feather bands and novelties.

Blouses in the new suit shades engaged the clever buyer for that department with the result that if you have a suit hard to match, go to Kann's and you will find it. One is no longer compelled to wear the flimsy white creations seen for several seasons, for here is a big stock of shades in navy blue, taupe, dark browns and greens, burgundy and heliotropes to select from. The Georgette crepes are made up in the suit shades and clever touches of embroidery or beading are added to the expensive ones.

Covert cloth models are the very latest in women's wear, and these, with Jersey cloth, add two quite distinctive features to the autumn and winter styles not seen before.

Mufflers are for the most part solid colors in knitted materials. In jewelry, the popular fad will be decorations incorporating the national emblems in flag, banner or shield form, showing the tri-color scheme. For fall dress pearls of either gray or black tone are in the highest vogue for shirt studs and cuff links and also for waistcoat buttons. Now that wrist watches are so generally worn in the army, the suggestion of femininity in men wearing them is removed and a great vogue for wrist watches among men is prophesied. Whether this actually develops to a pronounced degree is speculative.

SEMI-EMPIRE COATS FOR TOTS THIS FALL

Kafka's Devotes Big Display to New Styles for Kiddies.

The little girl who read and reread Kafka's adventures in the street cars and then demanded to be taken there, could make no mistake should she happen in their store this fall. The little miss has come in for a large share of consideration, and from the care bestowed upon the fashioning of her garments it is clearly shown that the day when "anything will do for the children" has passed.

This is hat and coat season, and the designers lent generous care to the garments for girls from 3 to 10 years, giving a greater time to the younger than the older ones. For the little girls the coats are semi-short waisted, many of them trimmed in bands of fur with big saucer-buttons of fur to lend a Kate Greenaway suggestion.

A model of brown cloth has a yoke to which the lower part is slightly flared, pointed pockets just below the collar, and a deep pointed collar edged with beaver. For "dress-up" the girls of tender years may have the beautiful plush coats, or those of silktone, each and every one to be worn with other cotton goods, with cross-stitch on collar, cuffs, pockets and belt, or perhaps smocking in contrasting colors.

For the boarding school girls are the taking dresses of the Georgette fastened down the front with self-covered buttons, quite distinctive style being given by the narrow belt fastened at the back and then the front, here a once-over tie holds it in place. These dresses have sat collar, and the same designer has fashioned others in the substantial navy blue serge and woolsens so serviceable for school room and street wear.

WHISTLING, WEATHER SIGN.

"Where I live," said Mr. Jorgieby

"I am pretty well shut in. I can't see the sky, and so I can't by observation get much of a line on the weather, but on rainy days I do get without looking, one tolerably certain indication of when the rain is going to stop, the same being the whistling of boys passing in the street."

"When I hear the boys begin to whistle I know it will soon clear. I don't pretend to understand exactly why this is so, but I know it comes so nine times out of ten."

"Of course, being out of doors, they may see signs that I can't see, but prefer to think that their whistling is automatic, involuntary, due to some still invisible change, or impending change, in the meteorological conditions."

"In gloomy, settled, stormy weather nobody whistles, not even boys, but when brighter weather comes every body perks up, and my theory is that the boys, with their alert, keen youthfulness, are susceptible to impressions of sense changes in the weather quicker than anybody else."

"I have observed this many times when, on a rainy day, you hear boys passing along, and you may be reasonably certain that it is going to clear up."—New York Sun.

Established 1903.

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Eleventh and G Streets N. W.

Phone Franklin 2747

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